



Grow: How Ideals Power Growth and Profit at the World's Greatest Companies

Jim Stengel

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Ten years of research uncover the secret source of growth and profit ...

Those who center their business on improving people's lives have a growth rate triple that of competitors and outperform the market by a huge margin. They dominate their categories, create new categories and maximize profit in the long term.

Pulling from a unique ten year growth study involving 50,000 brands, Jim Stengel shows how the world's 50 best businesses—as diverse as Method, Red Bull, Lindt, Petrobras, Samsung, Discovery Communications, Visa, Zappos, and Innocent—have a cause and effect relationship between financial performance and their ability to connect with fundamental human emotions, hopes, values and greater purposes. In fact, over the 2000s an investment in these companies—“The Stengel 50”—would have been 400 percent more profitable than an investment in the S&P 500.

Grow is based on unprecedented empirical research, inspired (when Stengel was Global Marketing Officer of Procter & Gamble) by a study of companies growing faster than P&G. After leaving P&G in 2008, Stengel designed a new study, in collaboration with global research firm Millward Brown Optimor. This study tracked the connection over a ten year period between financial performance and customer engagement, loyalty and advocacy.

Then, in a further investigation of what goes on in the “black box” of the consumer’s mind, Stengel and his team tapped into neuroscience research to look at customer engagement and measure subconscious attitudes to determine whether the top businesses in the Stengel Study were more associated with higher ideals than were others.

Grow thus deftly blends timeless truths about human behavior and values into an action framework – how you discover, build, communicate, deliver and evaluate your ideal. Through colorful stories drawn from his fascinating personal experiences and “deep dives” that bring out the true reasons for such successes as the Pampers, HP, Discovery Channel, Jack Daniels and Zappos, *Grow* unlocks the code for twenty-first century business success.



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Katie Barry:

Precisely why? Because this Grow: How Ideals Power Growth and Profit at the World's Greatest Companies is an unordinary book that the inside of the book waiting for you to snap this but latter it will shock you with the secret the item inside. Reading this book next to it was fantastic author who else write the book in such remarkable way makes the content inside easier to understand, entertaining way but still convey the meaning thoroughly. So , it is good for you for not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of rewards than the other book have got such as help improving your ability and your critical thinking technique. So , still want to delay having that book? If I had been you I will go to the book store hurriedly.

Beverly McClendon:

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